

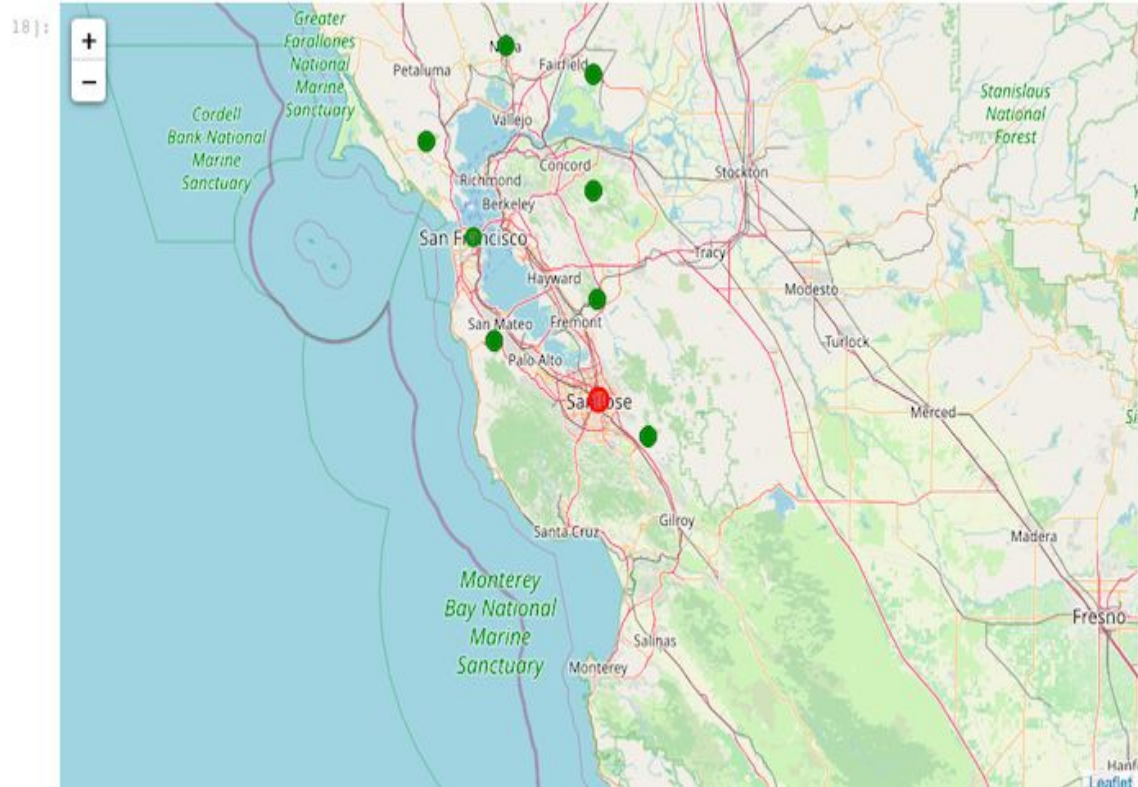
Exploring San Francisco

Finding a city for a bakery



Data Location and maps to explore San Francisco

- San Francisco counties

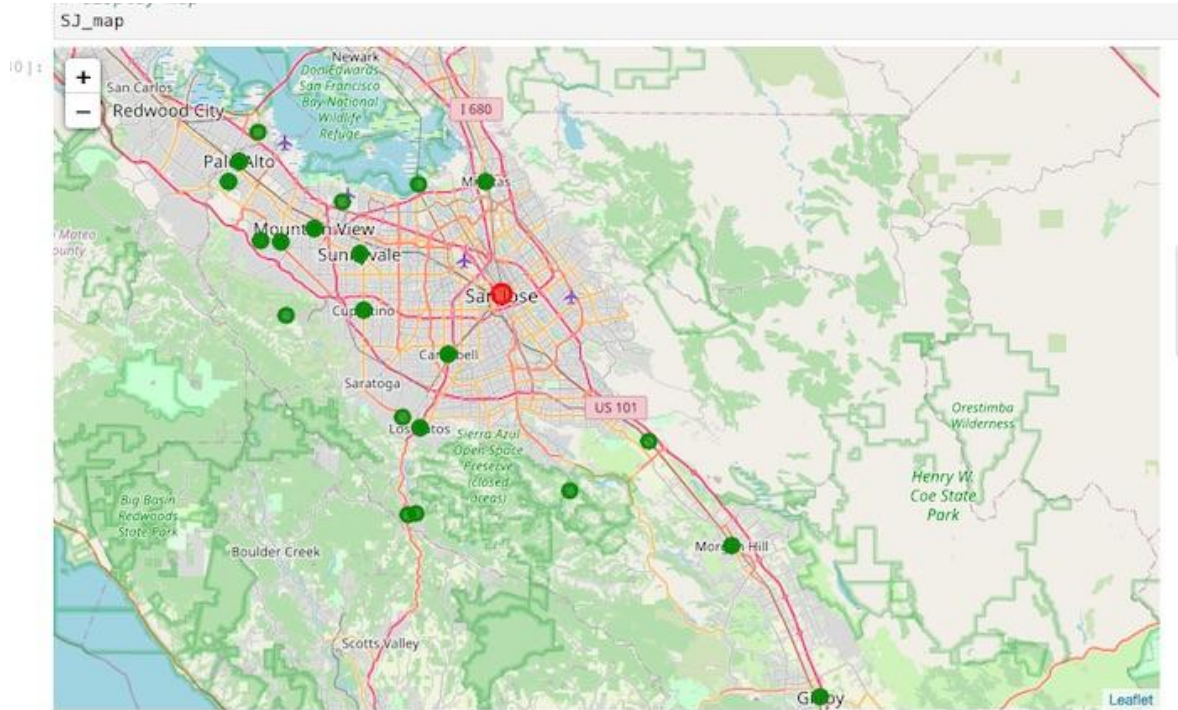


San Francisco Population(2010) from CI Gateway

	Name	Type	County	Population 2010
77	San Jose	City	Santa Clara	945942
76	San Francisco	City and county	San Francisco	805235
56	Oakland	City	Alameda	390724
31	Fremont	City	Alameda	214089
84	Santa Rosa	City	Sonoma	167815

Further exploration of San Jose- map of cities

- Data for CI Gateway
Lists 51 zip codes in
San Jose



Count of Venues of Each City in San Jose

- Generated data
using Foursquare API
- There were 125 unique
venues

City	
Alviso	6
Campbell	90
Coyote	3
Cupertino	60
East Palo Alto	11
Gilroy	10
Holy City	4
Los Altos	90
Los Altos Hills	2
Los Gatos	33
Milpitas	60
Moffett Field	7
Monte Sereno	1
Monte Vista	4
Morgan Hill	60
Mountain View	180
New Almaden	4
Palo Alto	240
Redwood Estates	5

Four Cities Listed with Bakery as Top 5 Cupertino Top 5 Venues

Cupertino

	Venue:	Freq:
1	Japanese Restaurant	0.5
2	Bakery	0.5
3	Airport	0.0
4	Middle Eastern Restaurant	0.0
5	Monument / Landmark	0.0

Campbell Top 5 Venues

Campbell

	Venue:	Freq:
1	Ice Cream Shop	0.33
2	Bakery	0.33
3	Bookstore	0.33
4	Airport	0.00
5	Optical Shop	0.00

Los Altos Top 5 Venues

Los Altos

	Venue:	Freq:
1	Ice Cream Shop	0.33
2	Pizza Place	0.33
3	Bakery	0.33
4	Airport	0.00
5	Optical Shop	0.00

Mountain View Top 5 Venues

Mountain View

	Venue :	Freq:
1	Farmers Market	0.17
2	Coffee Shop	0.17
3	Deli / Bodega	0.17
4	Japanese Restaurant	0.17
5	Bakery	0.17

Cluster of Cities - using Kmeans

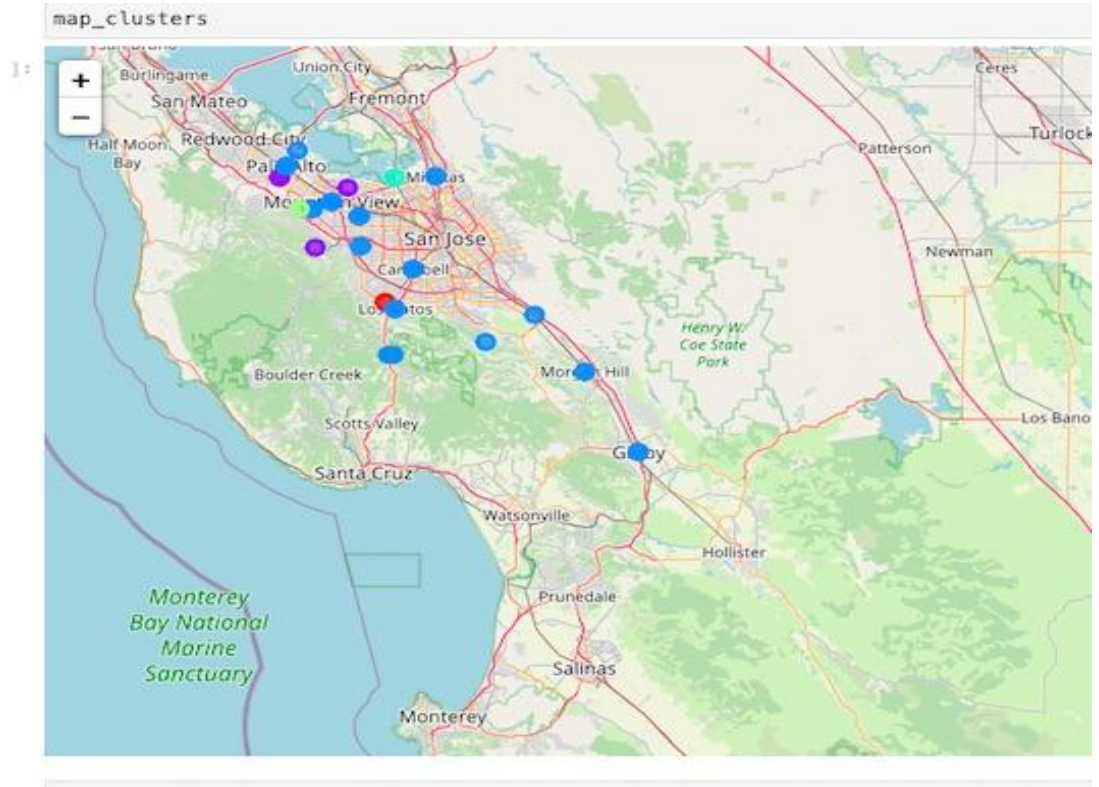
Cluster 1- Red

Cluster 2- Purple

Cluster 3- Blue

Cluster 4- Dark Green

Cluster 5- Light Green



Cluster 1- Gourmet Shops/Yoga

	City	location	point	latitude	longitude	altitude	Cluster Labels	1st Most Common Venue	2nd Most Common Venue	3rd Most Common Venue	4th Most Common Venue	5th Most Common Venue
43	Monte Sereno	(Monte Sereno, Santa Clara County, California,...	(37.236333, -121.992458, 0.0)	37.236333	-121.992458	0.0	0	Gourmet Shop	Yoga Studio	Falafel Restaurant	Comedy Club	Concert Hall

Cluster 2- American and Greek Restaurants

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	City	Location	point	latitude	longitude	altitude	Cluster Labels	1st Most Common Venue	2nd Most Common Venue	3rd Most Common Venue	4th Most Common Venue	5th Most Common Venue	
5	Moffett Field	(Building 126, Cummins Avenue, Ames Research C...	(37.41129325, -122.05416980310586, 0.0)	37.411293	-122.054170	0.0	1	American Restaurant	Yoga Studio	Farmers Market	Concert Hall	Convenience Store	C
24	Stanford	(Stanford, Santa Clara County, California, Uni...	(37.427467, -122.1702445, 0.0)	37.427467	-122.170244	0.0	1	American Restaurant	Greek Restaurant	Yoga Studio	Falafel Restaurant	Concert Hall	Cor
27	Stanford	(Stanford, Santa Clara County, California, Uni...	(37.427467, -122.1702445, 0.0)	37.427467	-122.170244	0.0	1	American Restaurant	Greek Restaurant	Yoga Studio	Falafel Restaurant	Concert Hall	Cor
36	Permanente	(Permanente, Stephen E. Abbots Trail, Loyola, ...	(37.3189, -122.1111, 0.0)	37.318900	-122.111100	0.0	1	American Restaurant	Yoga Studio	Farmers Market	Concert Hall	Convenience Store	C

Cluster 3-Bakery/Pizza/Ice Cream

	City	Location	point	latitude	longitude	altitude	Cluster Labels	1st Most Common Venue	2nd Most Common Venue	3rd Most Common Venue	4th Most Common Venue	5th Most Common Venue	6
0	Los Altos	(Los Altos, Santa Clara County, California, Un...	(37.3790629, -122.116578, 0.0)	37.379063	-122.116578	0.0	2	Bakery	Pizza Place	Ice Cream Shop	Dessert Shop	Dumpling Restaurant	Dor
2	Los Altos	(Los Altos, Santa Clara County, California, Un...	(37.3790629, -122.116578, 0.0)	37.379063	-122.116578	0.0	2	Bakery	Pizza Place	Ice Cream Shop	Dessert Shop	Dumpling Restaurant	Dor
3	Los Altos	(Los Altos, Santa Clara County, California, Un...	(37.3790629, -122.116578, 0.0)	37.379063	-122.116578	0.0	2	Bakery	Pizza Place	Ice Cream Shop	Dessert Shop	Dumpling Restaurant	Dor
6	Mountain View	(Mountain View, Santa Clara County, California...	(37.3893889, -122.0832101, 0.0)	37.389389	-122.083210	0.0	2	Coffee Shop	Japanese Restaurant	Breakfast Spot	Deli / Bodega	Bakery	
7	Mountain View	(Mountain View, Santa Clara County, California...	(37.3893889, -122.0832101, 0.0)	37.389389	-122.083210	0.0	2	Coffee Shop	Japanese Restaurant	Breakfast Spot	Deli / Bodega	Bakery	
8	Mountain View	(Mountain View, Santa Clara County, California...	(37.3893889, -122.0832101, 0.0)	37.389389	-122.083210	0.0	2	Coffee Shop	Japanese Restaurant	Breakfast Spot	Deli / Bodega	Bakery	

Cluster 4-Music

	City	location	point	latitude	longitude	altitude	Cluster Labels	1st Most Common Venue	2nd Most Common Venue	3rd Most Common Venue	4th Most Common Venue	5th Most Common Venue	6th Most Common Venue
30	Alviso	(Alviso, San Jose, Santa Clara County, California)	(37.426051, -121.9752373, 0.0)	37.426051	-121.975237	0.0	3	Music Venue	Yoga Studio	Falafel Restaurant	Concert Hall	Convenience Store	Cosmetics Store

Cluster 5- Spanish Restaurant/Bookstore

	City	location	point	latitude	longitude	altitude	Cluster Labels	1st Most Common Venue	2nd Most Common Venue	3rd Most Common Venue	4th Most Common Venue	5th Most Common Venue	6
1	Los Altos Hills	(Los Altos Hills, Santa Clara County, Californ...	(37.3796627, -122.1374637, 0.0)	37.379663	-122.137464	0.0	4	Spanish Restaurant	Bookstore	Yoga Studio	Falafel Restaurant	Concert Hall	Conv
4	Los Altos Hills	(Los Altos Hills, Santa Clara County, Californ...	(37.3796627, -122.1374637, 0.0)	37.379663	-122.137464	0.0	4	Spanish Restaurant	Bookstore	Yoga Studio	Falafel Restaurant	Concert Hall	Conv
35	Monte Vista	(Monte Vista, Alta, Placer County, California,...	(39.1865648, -120.8327162, 0.0)	39.186565	-120.832716	0.0	4	Spanish Restaurant	Yoga Studio	Cocktail Bar	Comedy Club	Concert Hall	Conv

Cupertino Is Best City for Bakery

- Located within the most populous city of San Jose
- Has the highest frequency(0.5) for bakery as venue

